

## CLAIMS:

1. An interactive system comprising a content supply unit (3), an application control unit (2) and at least one user unit (1a, 1b, 1c), said user unit being provided with content reception (11a, 14b, 15c) and display (5a, 5b, 5c) means, user data production means (30a, 30b, 30c) and means (11a, 22b, 22c) of transmitting at least one user data item (Da, Db, Dc) to said application control unit (2), characterized in that:
- 5 - said application control unit (2) comprises means (32) for determining one or more pieces of content from one or more user data items received, and transmission means (24) for transmitting overlay data (I1a, I1b, I1c and/or I3) relating to said pieces of content, to said user unit (1a, 1b, 1c) and/or to said content supply unit (3),
- 10 - said user unit (1a, 1b, 1c) and/or said content supply unit (3) comprise overlay means (34a, 34b, 34c and/or 36) for overlaying said piece or pieces of content in the content to be displayed and/or in the content to be supplied, using said overlay data.
2. An interactive system as claimed in Claim 1, characterized in that a plurality
- 15 of predefined pieces of content are stored in said user unit and/or in said content supply unit, said predefined pieces of content being identified by a content piece identifier, and in that the overlay data transmitted by said application control unit comprise a content piece identifier.
3. An interactive system as claimed in Claim 1, characterized in that the overlay
- 20 data transmitted by said application control unit comprise the piece of content to be overlaid.
4. An interactive system as claimed in Claim 1, characterized in that said application control unit comprises selection means for selecting one or more user units and for transmitting to said content supply unit overlay data relating to one or more pieces of
- 25 content determined from user data transmitted by the user unit or units selected, to the exclusion of the user data transmitted by the other user units.
5. An interactive system as claimed in Claim 1, characterized in that said user data comprise an image and/or sound and/or video.

6. An interactive system as claimed in Claim 1, characterized in that said user unit comprises means for producing a piece of content to be overlaid from user data which it has produced.

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7. A user unit (1a, 1b, 1c) comprising content reception means (11a, 14b, 15c) and content display means (5a, 5b, 5c), user data production means (30a, 30b, 30c) and means (11a, 22b, 22c) of transmitting one or more user data (Da, Db, Dc) to an application control unit (2), characterized in that it comprises:

10       - means (11a, 22b, 22c) of receiving overlay data (I1a, I1b, I1c) transmitted by said application control unit (2), said overlay data relating to at least one piece of content determined by said application control unit from at least one of said transmitted user data,  
      - overlay means (34a, 34b, 34c) for overlaying said piece of content in the content to be displayed, using said overlay data.

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8. An application control unit (2) comprising means (24) for receiving user data (Da, Db, Dc) transmitted by at least one user unit (1a, 1b, 1c) intended to display a content supplied by a content supply unit (3), characterized in that it comprises means (32) for determining one or more pieces of content from one or more user data received, and means  
20 (24) of transmitting overlay data (I1a, I1b, I1c and/or I3) relating to said pieces of content, to said user unit (1a, 1b, 1c) and/or to said content supply unit (3), with a view to the overlaying of said pieces of content in the content to be displayed and/or in the content to be supplied.

9. A content supply unit (3) intended to supply a content, characterized in that it  
25 comprises:

      - means (9) of receiving overlay data (I3) transmitted by an application control unit (2), said overlay data relating to at least one piece of content determined by said application control unit from at least one user data item (Da, Db, Dc) transmitted by at least one user unit (1a, 1b, 1c) provided with means (5a, 5b, 5c) of displaying the content supplied,  
30       - overlay means (36) for overlaying said piece of content in the content to be supplied, using said overlay data.